

Music festivals are unique events growing exponentially around the globe. Festivals create jobs, new infrastructure, and generate tourism and money for the host community. However, they are also known for producing waste and pollution, commonly ending in debt, and causing rifts in communities. Presently, there is a gap in research on sustainable practices for festivals in British Columbia. Current literature outlines environmental implications, the importance of benefiting all stakeholders, and fulfilling economic potential. Yet issues persist and many festivals fail. In a world competing for resources and the need to protect our natural environment, it is important that events are sustainable environmentally, economically and culturally, and supported by all those directly and indirectly impacted. My research proposes to address these issues by exploring the relationships between stakeholders and festival management, assessing their impact on environmental decisions and fostering strong relationships. This research will begin to develop a new approach towards environmental practices, aid with industry standards in British Columbia, and furthermore add to the emerging literature of festivals not as stand-alone organizations, but rather as players within an environment where goals and resources are negotiated by multiple parties.